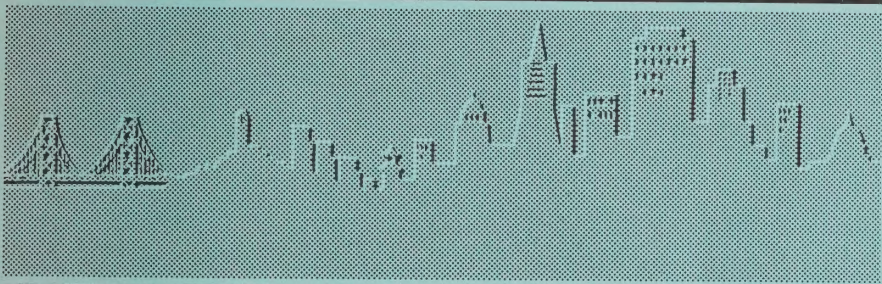


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Getting Business Started



Entrepreneur's Guide to Doing Business in San Francisco

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UNIVERSITY OF CALIFORNIA

Introduction by Mayor Frank M. Jordan

San Francisco is proud of its economic vitality and the diversity of its business community. Our City has long been established as a domestic and international business center, a City where start-ups become industry leaders. Small businesses in particular, as a major employer and a source of dynamic growth, are symbolic of San Francisco's entrepreneurial leadership.

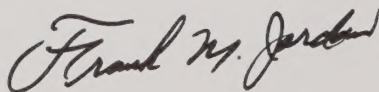
In recognition of the importance of small business to the City's economy, my Office of Business and Community Services (MOBACS) has produced this third edition guide to starting and sustaining a business in San Francisco.

The Mayor's Office of Business and Community Services was established to help make City government more responsive and "user-friendly" to the business community. By helping you, the business owner, in your dealings with City and County government, together we contribute to the economic vitality of the City, and thus enhance the quality of life for all San Franciscans and our visitors. The staff of MOBACS ease the difficulties in opening a small business, and in navigating the maze of government regulations.

In this guide, you will find answers to questions on topics such as fictitious business names, zoning, licenses and taxes. Originally designed for new businesses, this guide has also proven useful for established businesses wishing to expand or seeking specialized information.

Building and strengthening our business climate is one of my highest priorities. During my administration, the City has established an Enterprise Zone, which provides tax and other incentives for new and expanding businesses in certain geographic areas of San Francisco. The New Jobs Tax Credit, another incentive for business expansion, will bolster San Francisco's economic climate.

We look forward to working with you, and I pledge continued support and sponsorship of other business friendly programs in order to strengthen the business environment in our great City. Together we can succeed.

A handwritten signature in dark ink, reading "Frank M. Jordan". The signature is written in a cursive, flowing style with a large, prominent "F" and "J".

How to use this book

Starting or expanding your business is an exciting undertaking, and the last thing you want to worry about is fulfilling government requirements. This booklet was designed to help you through the "maze" of government rules and regulations involving business establishments. Because you want to begin doing business without delay, there is a very strong tendency to ignore or gloss over government requirements. Do not give in to such a tendency: It almost always creates problems that can become very costly to your business.

You will find that dealing with government agencies in San Francisco does not have to be a stressful experience. We want to put you on the right track - to the right city offices, organizations and services - to help you start or expand your business. That's why we've published this book.

You will find factual, up-to-date and easy-to-understand answers important to your doing business in San Francisco. In Sections I, II, and III, we take you through the process of local business registration, licenses and permits. We then offer you a basic guide to state and federal tax, license and other requirements.

Section IV is a brief description of the Mayor's Office of Business and Community Services (MOBACS) and other relevant City departments.

Section V has a checklist. Keep it to help you track things to do. While requirements may vary from one business to another, we believe it's a useful tool. And when you plan to expand, this checklist will again come in handy.

Finally, in Section VI, we offer a resource directory. It lists governmental, non-profit and other organizations that provide technical help and services to small businesses.

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I. Local Requirements

When starting a business, your first priority is to check to see if anyone else is using the name you propose for your business. Next, be sure to investigate city taxes and zoning matters. Before applying for your Fictitious Business Name, you must register your business with the City's Tax Collector.

All new, renewal, addition, withdrawal or abandonments of Fictitious Business Names Statements must be accompanied by the original Tax registration Certificate or a Temporary Verification of Registration form. Both are provided by the Tax Collector.

Fictitious Business Name Registrations

What to do, who files:

You have to file a statement if, for example, you call your business "John Smith Studios," or "John Smith, C.P.A.". That's called a Fictitious Business Name.

You don't have to register if you use your full name as your business, such as "John Smith." You do have to register if you include words such as "Company," "& Company," "and Associates" in your business name. If anything is added to your real name, the name becomes fictitious.

First Step:

On the computer at the County Clerk/Recorder's Office, search the Fictitious Business Name Indices for the last five years. *Make sure* that no one else has registered your intended business name.

Next:

Register your business with the Tax Collector (see page 6).

Then:

Fill out the Fictitious Business Name Statement form and submit it to the County Clerk/Recorder's Office, with the appropriate fees and tax registration forms. Fee schedules are available in Room 167, City Hall.

Finally:

Publish your Fictitious Business Name Statement in a local newspaper within 30 days after filing the statement. Publishing should be done once every week for four consecutive weeks. You may go to any publishing company to fulfill this requirement.

Why you should file:

Fictitious name must be filed in the county where the principal place of business is located. For businesses having their location outside California, statements should be filed with Sacramento County Clerk.

Place to File and Register

County Clerk-Recorder

City Hall, Room 167

San Francisco, CA 94102

Tel: (415) 554-4176

Hours: 8:00 a.m. - 4 00 p.m.

Business Tax

What to do, who registers:

Initially, before you open your business to the public, you must register with the Tax Collector. The registration fee ranges from \$25 to \$500 annually.

When you register, the Tax Collector will check the City and County records to see if you owe any business, payroll, or other unsecured taxes or license fees. If not, you will receive a Business Tax Registration Certificate.

Every year thereafter, every business, sole proprietor, partnership or corporation operating in the City or County of San Francisco must continue to pay the registration fee.

This requirement to register and pay an annual fee became effective in September 1988. *Be sure to check with the Business Taxes Division to see how you may be affected under the rules for new and existing registrations.*

You are required to file an annual tax statement, whether or not you owe any business taxes. It is the taxpayer's responsibility to obtain and file the tax statement from the Tax Collector's Office if you did not receive your annual statement in the mail. For additional information, you may contact the Tax Collector's Office, Business Taxes Division, City Hall, Room 107, Tel: 554-4426.

Every business owner must:

Prominently post the Business Registration Certificate where the public can see it at your place of business.

Why you should comply:

What if you don't pay taxes or fees on time? What if your Business Registration Certificate isn't displayed where the public can see it? Any person who fails to register, to furnish any required return or other data as required by the Tax Collector is guilty of a misdemeanor, which is punishable by fine, imprisonment, or both. An individual not in compliance, is guilty of a separate offense for each and every day of the violating period.

Place to Register

Tax Collector

Business Taxes Division

City Hall, Room 107

Tel: (415) 554-4426

Hours: 8:00 a.m. - 5:00 p.m.

Zoning

What to do, who inquires:

Before finalizing your business location, be sure to check with the Zoning Counter to determine whether you're allowed to carry out business there. This applies even if you plan to do business out of your home.

If you have a specific address in mind, or just a general neighborhood location, the zoning staff will be able to tell you whether your type of business will be permitted there.

Why you should comply:

If you tie yourself to a space you can't use under the zoning regulations, you can lose your rent deposit and any improvements you may have made.

Your neighbors and other businesses in or near your location may complain, and you could be forced to leave. A City inspector could determine that you're operating a business illegally and force you to close.

Place to Inquire

Zoning Counter

Department of City Planning

1660 Mission Street

1st Floor

Tel: (415) 558-6377

Hours: 8:00 a.m. - 5:00 p.m.

Licenses

What to do, who applies:

Visit the License Division *before you begin operating your business.*

The License Division will identify whether your type of business needs a City license or permit. Most businesses will also require State licenses (See Section II, Page 11) but check with the License Division first.

Various city departments administer regulations dealing with specific businesses. Once you determine which licenses or permits are required for your business, check with the appropriate department for its application procedures and requirements.

Sometimes a business has to pass a number of inspections in order to receive a license or a permit to operate.

Fees vary, depending on the type of business and its licensing requirements.

Examples of businesses administered by specific city departments include:

For food service, food product and marketing, and laundry businesses: First, telephone the DEPARTMENT OF PUBLIC HEALTH at (415) 554-2770, 101 Grove St., Room 217. They will refer you to the District Health Center closest to your business location.

For taxi cabs, street vendors, massage parlors, dance halls, places of entertainment: Visit the POLICE DEPARTMENT, 850 Bryant Street, Room 458, or call (415) 553-1115.

For gas station, parking lots and repair garages:

Visit the FIRE DEPARTMENT,

260 Golden Gate Avenue, Room 327 or call (415) 861-8000, Ext. 310.

For apartment houses, condominiums, and hotels:

Visit the DEPARTMENT OF PUBLIC WORKS, 1660 Mission Street, or call (415) 558-6220.

Why you should comply:

If you're found operating a business without a license, you can be charged a penalty or forced to close entirely.

Place for Licenses

License Division

Tax Collector

City Hall, Room 107

Tel: (415) 554-6206

(415) 554-6203

Hours: 8:00 a.m. - 4:45 p.m.

Permit-application for construction, alterations and remodeling

When do I need to apply?

If you are changing, improving, or doing any work in the physical space your business occupies, you must apply for a building permit. You do not need a permit if you are only recarpeting or repainting, but almost any other work requires a permit, including plumbing and electrical work.

The permit fees vary depending on the amount of construction work being performed. Fee schedules are available at the Public Services Division, 1660 Mission Street, 1st Floor, in the Construction Services Center.

You can generally receive a permit "over the counter" in one visit for minor alterations such as reroofing, many window replacements and garage door installation. More extensive or complicated work, such as moving walls, or extensive interior demolition or remodeling will usually require plans with the permit application. You will need to hire a professional architect or engineer to submit detailed drawings of the work your plan to do.

Where do I apply?

Building permits are obtained at 1660 Mission Street at the Construction Services Center. Plumbing and Electrical Permits are also obtained at 1660 Mission Street. If you are uncertain about whether a permit is needed for the work you plan to do, you can call (415) 558-6088 or visit the Public Services Division, 1660 Mission Street, San Francisco. Two code experts are available to answer your questions by phone, or at short meetings in person.

Building permit applications are reviewed at the Construction Services Center. Many permits can be approved and issued "over the counter" requiring only one visit. If not, you will be advised by post card when the permit is ready for issuance. A fee is required upon issuance of the permit. You may also be required to pay a partial fee if the application review cannot be completed over the counter.

If you have questions about the permit process or want information about the status of a specific permit, you may call the Public Services Division at (415) 558-6088 or visit the CSC at 1660 Mission Street.

Why you should comply:

You could be penalized and forced to undo construction if you do not obtain a permit beforehand. Allow sufficient time for permit processing and construction before scheduling your business opening.

Place to Apply

*Bureau of Building Inspection
The Public Services Division
1660 Mission Street
Tel: (415) 558-6088
Hours: 8:00 a.m. - 4:30 p.m.*

II. State Requirements

Seller's Permit

What to do, who does it:

If you intend to sell or lease goods, you'll need to obtain a Seller's Permit before you open your business. Call or visit the State Board of Equalization to determine if your business needs a Seller's permit.

To obtain a Seller's Permit:

- You must operate your business from a physical location. (A mail drop is not acceptable.)
- Be ready to begin sales within 30 days of application.
- Be prepared to estimate monthly sales.

When you apply for a Seller's Permit:

- 1) Bring general information about your business including name/address of your accountant, estimated business expenses, and an estimate of your taxable and nontaxable sales.
- 2) Bring the driver's license number and social security number of each individual or partner and a copy of your Incorporation papers if your business will operate as a corporation.
- 3) If you purchase an existing business, you will need the name and seller's permit number of the former owner and information from the purchase agreement.

There is no fee for a Seller's Permit, but you may be required to post a security deposit to ensure payment of the Sales Tax. Tax return forms will be sent to you. File them as the Board of Equalization directs. The Board will automatically register you with the Employment Development Department (EDD) if you have employees and have not previously registered with EDD. In addition, the Board conducts a sales tax class for business owners.

Why you should comply:

It is a misdemeanor to engage in business as a seller without a Seller's Permit. If the Board discovers you are operating without a Permit, you will pay a penalty as well as any back taxes owed.

Place to Inquire

State Board of Equalization
50 Fremont Street
Suite 1400
Tel: (415) 396-9800
Hours: 8:00 a.m. - 5:00 p.m.

Licenses

What to do, who does it:

Many businesses don't require a state license. To determine whether you need one or not, call the above office. Please note that the Office of Small Business is a source for licensing information only, it does not issue licenses.

If you find out you do need a state license, there are over 40 bureaus that handle licensing for specific types of businesses. Telephone numbers of the various bureaus should be listed in the white pages of the telephone book under State Government Offices.

Contact the bureau in charge of licensing your type of business, and ask that an application be sent. Fees vary from \$40 to \$100.

A written or oral examination is required for some professions before a license can be issued. Some licenses have educational or experience requirements.

Why you should comply:

If a complaint is received about your business, the local district attorney or State Attorney General's Office will investigate. If it's found that your business is not licensed and should be, you'll be in violation of the law. You'll be fined and possibly prosecuted.

Place to Contact

*California Trade and Commerce Agency
Office of Small Business
801 K St., Suite 1700
Sacramento, CA 95814
Tel: (916) 324-1295
Hours: 8:00 a.m. - 5:00 p.m.*

*Small Business Telephone Help-Line:
(916) 327-4357*

*TeamCalifornia Program:
(800) 326-2606*

TeamCalifornia is an outreach program available to businesses that need technical assistance or local or state information.

Workers' Compensation Insurance

What to do, who does it:

All employers are required to carry Worker's Compensation Insurance. It covers your employee(s) for work-related injuries. To get an insurance policy, go to any insurance company that issues Workers' Compensation Insurance such as the State Compensation Insurance Fund which is located at 150 Fourth St., Suite 400, Tel. (415) 974-8000.

Why you should comply:

Because it is the law. If an employee is hurt on the job, or gets a work-related injury and files a claim with the State, you're responsible for all costs associated with that claim. Also, if you do not carry Workers' Compensation Insurance, the California Labor Commission can charge you a penalty or even close your business.

Place to Inquire

*California Industrial
Relations Department
30 Van Ness Avenue
Tel: (415) 557-1954
Hours: 8:00 a.m. - 5:00 p.m.*

Withholding, Insurance, Taxes

What to do, who does it:

There are specific State requirements for taxes and insurance regarding an employee. As an employer, you must comply with the requirements.

Register with the Employment Development Department (EDD) within 15 days after paying more than \$100 in wages per calendar quarter to an employee.

EDD's tax branch is responsible for the collection of four employment-related taxes: unemployment insurance, disability insurance, employment training, and state personal income tax withholding.

According to the U.S. Internal Revenue Service, an employee is: "Anyone who performs services that can be controlled by an employer." This means that if you're a "home worker" such as a maid or cook you're an employee. If you're in business for yourself, you're not an employee.

The following requirements apply only if you hire employees:

Withholding State Disability Insurance: Covers employees for non-occupational illness and/or injury.

Withholding State Personal Income Tax: Based on the number of deductions your employee requests on IRS Form W-4. You need to withhold a portion of the employee's wages and send these funds to the State at the time you make your federal withholding tax deposits.

State Unemployment Insurance: Covers employees for periods of unemployment which are not their fault, such as business slowdown or seasonality. Your employer tax rate depends upon your business' previous employment history.

Employment Training Tax: A contribution is taken from your tax to support a unique job training program that matches the needs of employers for skilled workers with the needs of workers for good jobs.

Note: If you've already applied to the State Board of Equalization for a State Sales Tax Permit, that agency can assist you in filing for an employer account number.

Why you should comply:

If it is discovered that you don't withhold State Disability Insurance and State Personal Income Tax from your employee(s) paychecks, you'll be responsible for paying these costs yourself, along with penalties and charges for late payments.

Place to Inquire

Employment Development Department

745 Franklin St., Room 302

Tel: (415) 929-5700

Hours: 8:00 a.m. - 5:00 p.m.

III. Federal Requirements

Taxes

What to do, who does it:

All businesses are required to file tax returns. Also, you may have to report certain business information to the Internal Revenue Service (IRS), and in some cases withhold employee taxes.

Contact the IRS for information and instructions. The IRS has publications that describe general requirements and give help in developing a system for ongoing tax reporting. Publications for small business include:

Publication 334 - Tax Guide for Small Business

Publication 583 - Taxpayers starting A Business

Publication 552 - Record-keeping for Individuals and a list of Tax Publications

Publication 509 - Tax Calendar

Taxpayer Identification Number:

You'll need to obtain a Taxpayer Identification Number (TIN). It can be either your Social Security Number (SSN) or your Employer Identification Number (EIN). Most small businesses need an EIN even if they don't have employees. Publication 583 gives information on an EIN and how to apply for it with the IRS.

Federal Business Income Tax:

Every type of business has to file business income tax.

- Corporations pay tax separate from share-owners.

- Sole proprietorship, General Partnership, and Subchapter S Corporations are taxed as an individual.

Check with the IRS about the tax forms you should fill out.

Self-Employment Tax:

Everyone is responsible for paying Social Security Tax. If you're self-employed, your Social Security contribution is made through the self-employment tax.

Check with the IRS to determine which tax forms you should use for your particular type of business.

Excise Tax:

You may have to pay excise taxes if you produce or sell certain products, such as chemicals, alcoholic beverages, tobacco, guns, etc. Check with the IRS if you're affected, and find out which tax forms you should use.

Taxes for Employers:

If you have employees, it is necessary to:

- Withhold income tax from each employee's paycheck;
- Withhold Social Security tax (known as FICA, which stands for Federal Insurance Contributions Act);
- Be liable for an employer's portion of Social Security taxes, in addition to the tax withheld from each employee;
- Pay Federal Unemployment tax (FUTA) under certain circumstances.

For full information on all of the above, see or call the IRS for appropriate publications and tax forms.

Why you should comply:

Consequences for not reporting or paying taxes vary. At the very least, you may get audited and/or assessed penalties. The IRS can close your business and attach your assets. Getting bank loans will prove difficult as loan applications require tax returns. Underestimating your tax and income is also not advisable, as the bank to which you apply may think you don't have enough money to repay the loan.

Small Business Tax Workshops:

The Internal Revenue Service sponsors workshops to educate people involved in small businesses about their rights and responsibilities as business taxpayers. These workshops are free and are held once a month at the Federal Building. You can call (510) 839-1040 to sign up.

In addition, several community colleges co-sponsor these workshops using materials provided by the IRS. Contact your local community college for more information.

Topics covered include:

- the tax advantages and disadvantages of various forms of business organizations.
- what records to keep and how to keep them.
- how to use Federal Tax Deposit Coupons and how to fill out other tax forms.
- the role of the IRS and what it can do for you.
- what help is available and how to get it.

The IRS offers other community services also. They will send you Publication 15, Circular E, Employer's Tax Guide and some of the forms you will be required to file when you apply for your employer identification number.

Place to Inquire

U.S. Internal Revenue Service

Federal Building

450 Golden Gate Avenue

Main Floor

Tel: (800) 829-1040 or (510) 839-1040

Hours: 8.00 a.m. - 6.00 p.m.

IV. City Departments

MOBACS

Mayor's Office of Business and Community Services

MOBACS aims are to foster and promote San Francisco's economic vitality and to respond to the business community's needs. MOBACS works directly with small businesses to promote their needs, and assist with start-ups or expansion. Locally, we provide:

- information on the City's regulatory processes and other requirements,
- assistance in expediting permits,
- information regarding business loans,
- referrals to other organizations and services,
- Enterprise Zone information.

We recognize that businesses have individual and sometimes unusual needs which may require unique solutions. Many businesses have come to us for help. We have been able to tailor solutions to their particular problems.

No one on our staff will say, "We can't help you." If we do not know the answer, we will find one for you. If we do not have the service or resource you need, we will tell you where to you can find it. If what you ask cannot be done, we will tell you why, and suggest alternatives.

If you have a business-related problem of any sort, and you have been frustrated in your attempt to get it resolved, or you do not know whom to ask, call us at (415) 554-6490.

Place to Inquire

City Hall

Room 156

San Francisco, CA 94102

Tel: (415) 554-6490

Hours: 8:00 a.m. - 5:00 p.m.

MOCAT

Mayor's Office of Commerce and Trade

The Mayor's Office of Commerce and Trade (MOCAT) oversees the International commercial affairs of the Mayor's Office. MOCAT's primary goal is to create new business opportunities abroad for locally based firms, and to facilitate international investment into San Francisco.

In addition, MOCAT is San Francisco's principal conduit to the international business and diplomatic community. MOCAT also oversees San Francisco's Sister City program, encompassing thirteen relationships that span the world, as well as organizing City of San Francisco overseas missions.

MOCAT staff are available to assist the businessperson with basic import and export information; detailed country background; access to export information databases; planning of international events; an international trade library; and are a source of information on trade and investment related seminars, speeches and training sessions.

San Francisco Sister Cities

Abidjan, Cote d'Ivoire

Assisi, Italy

Caracas, Venezuela

Cork, Ireland

Esteli, Nicaragua

Haifa, Israel

Manila, Philippines

Osaka, Japan

Seoul, South Korea

Shanghai, China

Sydney, Australia

Taipei, Taiwan

Thessaloniki, Greece

Place to Inquire

City Hall

Room 156

San Francisco, CA 94102

Tel: (415) 554-6490

Hours: 8:00 a.m. - 5:00 p.m.

MOCD

Mayor's Office of Community Development

The Mayor's Office of Community Development administers the Self Employment and Enterprise Development (SEED) Loan Fund. The source of the loan funds is the federal Community Development Block Grant (CDBG) Program. Through this loan fund, businesses can receive loans up to \$10,000 for start-up financing. Prospective applicants must meet the following criteria:

- be eligible according to the income guidelines established for the CDBG program by the federal Department of Housing & Urban Development,
- successfully complete one of the SEED business management training programs,
- receive sponsorship from a SEED business management training program,
- be in the start-up business phase (defined as in business less than 12 months).

The SEED loan application process is as follow: Applications are submitted to MOCD by the sponsoring SEED agency on behalf of the client. Applications are reviewed by MOCD staff for eligibility and completeness. If eligible, the application is referred to the SEED Loan Committee. The Committee reviews the application, interviews the loan client and a representative from the sponsoring SEED organization, and is authorized to make the loan decision. Clients are informed of the decision the following day.

MOCD also funds the Community Development Small Business Revolving Loan Fund (CDRLF) program. This CDRLF includes a variety of neighborhood specific and City-wide loan funds. These funds are targeted to businesses that have formally operated for at least 12 months, and are seeking to expand and create full-time employment for low-and moderate-income San Franciscans.

Place to Inquire

10 United Nations Plaza

Suite 600

San Francisco, CA 94102

Tel: (415) 554-8755

Hours: 8:00 a.m. - 5:00 p.m.

SFRA

The San Francisco Redevelopment Agency

In June 1993, the San Francisco Redevelopment Agency (RDA) added responsibility for City wide economic development to its mission. The activities of the Economic Planning and Development division are organized into four major categories:

- **Economic Development Analysis and Programming** to create economic plans and support economic policy decisions with data and analysis
- **Project Conception and Evaluation** to identify, articulate, and select the initiatives needed to achieve economic goals
- **Military Base Conversion** to plan and coordinate conversion of the City's military bases (Hunters Point Shipyard, Treasure Island, and the Presidio) to civilian use
- **Business Development** to assist private sector growth and development that will, in turn, increase job opportunities. This function includes development of target industries, institutional employers, and neighborhood economic activities.

SFRA staff work with local and regional business organizations to promote San Francisco as a location for target industries and to assist business attraction and retention efforts. The SFRA administers the City's business loan and bond programs, as well as the San Francisco Enterprise Zone. The Agency also provides technical assistance to San Francisco businesses through contracts with community based economic development organizations.

SFRA also administers a number of loan programs that are separate from The Mayor's Office of Community Development. Eligible clients are existing small businesses, with fixed assets, demonstrating public benefits (i.e. job creation) and equity participation. The client must also show documented repayment source and the loan must be collateralized. Programs and loans administered by the SFRA are accessed through the Neighborhood Economic Development Organization (NEDOs) to assist existing businesses stabilize and expand.

Place to Inquire

770 Golden Gate Avenue

San Francisco, CA 94102

Tel: (415) 749-2400

Hours: 8:00 a.m. - 5:00 p.m.

Incentives for Doing Business in San Francisco

The Enterprise Zone, the New Jobs Tax Credit, and the MBE/WBE/LBE Program

The San Francisco Enterprise Zone

The San Francisco Enterprise Zone is a State designation which the City and County of San Francisco won in a competitive bid process, and which became effective May 28, 1991.

The Enterprise Zone offers a number of incentives for businesses located in, or interested in locating to, the zone. The benefits include state and local tax credits for hiring certain economically-disadvantaged persons; state tax credits and accelerated depreciation for purchase of certain machinery and equipment; and eligibility for a variety of below-market loan programs.

It is important to note that whatever tax credits are earned can be carried forward to later years if the business cannot take advantage of them immediately.

As of July 1, 1993, City Enterprise Zone Hiring Tax Credits were expanded as follows:

- 100% - years one and two
- 50% - years three and four
- 25% - years five and six
- 15% - years seven and eight
- 10% - years nine and ten

Additional literature regarding the Enterprise Zone, the Hiring Tax Credit, and other benefits are available from the Redevelopment Agency and the Mayor's Office of Business and Community Services.

New Jobs Tax Credit

Job creation in San Francisco is vital to our healthy economy. In an effort to facilitate new jobs, effective July 1, 1993, the City has instituted the New Jobs Tax Credit. This scheme provides both Payroll Expense Tax and Business Tax Credits to businesses that create new, permanent jobs within the City and County of San Francisco. For each job identified under the plan, the credit allowed for the first year is 100% of the payroll expense tax, and 50% for 2nd year.

Worksheets and further information on the New Jobs Tax Credit can be obtained from the Tax Collector's office in City Hall.

The MBE/WBE/LBE Program

San Francisco's Minority/Woman/Locally owned Business Enterprise Program (MBE/WBE/LBE Program) is a comprehensive effort by the City and County of San Francisco to work towards parity for minority and woman owned businesses in City prime contracts. City departments are required to make good faith efforts to include MBEs/WBEs in their contracting practices.

The purpose of this program is to develop the status and capability of MBEs/WBEs as prime contractors with the City, and offset some of the economic disadvantages local businesses (LBEs) face that are not shared by non-local firms.

For additional information and/or to register for the MBE/WBE/LBE Program, contact the Human Rights Commission, 25 Van Ness Avenue, Suite 800, San Francisco, CA 94102, telephone number 415/252-2500.

V. CHECKLIST

Checklist

The following checklist is designed to serve as a quick step-by-step guide for tracking your progress through the regulatory process. Unstarred items may not be required.

| Steps | Date Completed |
|--|----------------|
| * Consult with attorney to draw up legal agreements after deciding whether to operate as a sole proprietorship, partnership, or corporation. | _____ |
| File incorporation papers, articles of incorporation, with the California Secretary of State, Corporate Filing Division. | _____ |
| * Register with the Tax Collector, Business Tax Division for Business Tax Registration Certificate. | _____ |
| * Check with the City and State License Division to see if I need a license or permit. | _____ |
| Obtain license/permit if required. | _____ |
| * Visit Zoning Counter, Department of City Planning to find out if I can legally operate at my intended location. | _____ |
| Negotiate and execute lease. | _____ |
| Apply for building and/or alteration permits if making building improvements. | _____ |
| * Check with the State Board of Equalization to see if I need a Seller's Permit. | _____ |
| Obtain Seller's Permit, if required. | _____ |

Steps

Date Completed

If I don't need a Seller's permit, but I have paid more than \$100 in wages this calendar quarter, register with the Employment Development Department.

- * Apply for Taxpayer's Identification number from the IRS and check to determine which tax forms I'll need.

If I have employees, obtain Workers' Compensation Insurance.

- * Arrange for start of utility and other services:

Telephone

Water

Gas & Electricity

Garbage Collection

VI. Resource Directory

As you go about starting your business, you'll find in this section the names, addresses and phone numbers of key organizations and services you may need to contact.

Business Support Organizations

Government

Mayor's Office of Business & Community Services (MOBACS), City Hall, Room 156, San Francisco, CA 94102, Tel: (415) 554-6490. See Section IV.

Mayor's Office of Commerce and Trade (MOCAT), City Hall, Room 156, San Francisco, CA 94102, Tel: (415) 554-6490. See Section IV.

Mayor's Office of Community Development (MOCD), 10 United Nations Plaza, Suite 600, San Francisco, CA 94102, Tel: (415) 554-8755. See Section IV.

The San Francisco Redevelopment Agency (SFRA), 770 Golden Gate Avenue, San Francisco, CA 94102, Tel: (415) 749-2400. See Section IV.

California State Business Trade and Commerce Agency Office of Small Business, 801 K Street, Suite 1700, Sacramento, CA 95814 Tel: (916) 324-1295. Small Business Advocate Hotline: Tel: (916) 327-4357. *Responds to complaints and questions regarding small business concerns. Sponsors, advocates and informs on legislation concerning small business. Makes referrals to the public and private sectors as appropriate.*

U.S. Small Business Administration San Francisco District Office, 211 Main Street, 4th Floor, San Francisco, CA 94105, Tel: (415) 744-6820. *Provides general and export information, financing programs, SCORE programs (see below), seminars and workshops, and publications (see Information Sources in this Section VI).*

Service Corps of Retired Executives (SCORE), 211 Main Street, 4th Floor, San Francisco, CA 94105, Tel: (415) 744-6827. *Consists of retired business executives who volunteer their services to help small businesses. SCORE provides free counseling in business management, export/import finance, accounting, record-keeping, taxes, marketing, sales promotion and advertising. It also covers special areas of retailing, manufacturing, sales and service businesses, and sponsors seminars and workshops.*

Non-Profit Organizations

Listed on the following page are non-profit organizations that receive City funding. They provide loan packaging, management assistance, help with bidding on contracts, classes and seminars and other services.

Asian Inc., 1670 Pine Street, San Francisco, CA 94109, Tel: (415) 928-5910.

Mission Economic Development Association, 2601 Mission Street, San Francisco, CA 94110, Tel: (415) 282-3334.

South of Market Foundation, 965 Mission Street, Suite 705, San Francisco, CA 94103, Tel: (415) 512-9676.

Center for Southeast Asian Refugee Resettlement, 875 O'Farrell Street, San Francisco, CA 94109, Tel: (415) 885-2743.

Urban Economic Development Corporation, 1426 Fillmore Street, Suite 205, San Francisco, CA 94115, Tel: (415) 923-0105.

Women's Initiative for Self Employment (WISE), 450 Mission Street, Suite 402, San Francisco, CA 94105, Tel: (415) 442-7983 Fax: (415) 247-9471. *WISE is a non-profit organization that provides business training, consulting services, business support services and financing assistance to low and moderate income women in the San Francisco Bay Area. Our program is offered in both English and Spanish languages.*

San Francisco Renaissance, The Entrepreneurship Center, 404 Bryant Street, San Francisco, CA 94107, Tel: (415) 541-8580 Fax: (415) 541-8589. *Provides classes, seminars and support services for existing business and start-ups. A 14-week course in management, financing, accounting and marketing is offered three times a year. Networking events, a mentor program and a small seed capital fund are available for course graduates.*

Chambers of Commerce & Merchants Associations

Below are chambers of commerce and other business support organizations providing general information, referrals, seminars and workshops, networking and publications.

San Francisco Chamber of Commerce, Small Business Department, 465 California Street 9th Floor, San Francisco, CA 94104, Tel: (415) 392-4520. *A non-profit business association that provides publications on commerce, international trade, legislative representation and job counseling. Also provides seminars, workshops and other opportunities for learning new business skills and making new business contacts.*

Asian Business League, 166 Geary Street Suite 405, San Francisco, CA 94108, Tel: (415) 788-4664 Fax: (415) 788-4756.

Bay Area Career Women, 55 New Montgomery #606, San Francisco, CA 94105, Tel: (415) 495-5393.

Black Chamber of Commerce, 1426 Fillmore # 205, San Francisco, CA 94115, Tel: (415) 922-8720.

Chinese Chamber of Commerce, 730 Sacramento Street, San Francisco, CA 94108, Tel: (415) 982-3000 Fax: (415) 982-4720.

Golden Gate Business Association, 1550 California Street Suite 5L, San Francisco, CA 94109, Tel: (415) 441-3651. *A Bay Area Lesbian and Gay organization that provides networking and promotional services for member businesses.*

Hispanic Chamber of Commerce, 2601 Mission Street Suite 803, San Francisco, CA 94110, Tel: (415) 647-0224.

Japanese Chamber of Commerce of Northern California, 300 Montgomery Street Suite 725, San Francisco, CA 94104, Tel: (415) 395-9353 Fax: (415) 395-9351.

South of Market Business Association (SOMBA), 950 7th Street, San Francisco, CA 94107, Tel: (415) 703-8888.

Center for Southeast Asian Refugee Resettlement (CSEARR), 875 O'Farrell Street, San Francisco, CA 94109, Tel: (415) 885-2743. *Assists Southeast Asian refugees residing in San Francisco to start or expand their own businesses.*

Utilities

Telephone

Pacific Bell, 370 3rd Street, San Francisco, CA 94107, Tel: 1-800-974-2355. Call an account executive to assist you with your business telecommunications needs. Charges will vary depending upon the needs of your business. Service can normally be installed within 24 hours.

Water

San Francisco Water Department, 425 Mason Street, San Francisco, CA 94102, Tel: (415) 923-2400. Call or visit the above office. If you're a new business, you'll have to pay a deposit for water service. The amount of the deposit will vary, depending on your type of business, the history of water usage by a previous user, and the projected amount of usage. Your deposit will be applied to your bill after one year if you have a good payment history. Give one-day notice to cancel service.

Gas and Electricity

Pacific Gas and Electric Co. (PG&E), 525 Market Street, San Francisco, CA 94105, Customer Service: (415) 974-1555, Marketing: (415) 995-5600. Call or visit the above office. Customer Service will help you establish your new gas and electric accounts, while Marketing offers various energy service programs such as a rebate for energy-efficient applications. For first-time users, Customer Service may request a deposit of twice the estimated monthly bill. After 12 consecutive months of timely payments, any deposit plus interest will be refunded. You can get service within 48 hours of your request, unless you need a new meter. In that event, allow at least one week before having service started.

Garbage Collection

Sunset Scavenger Co., Tel: (415) 330-1300. *Sunset Scavenger Co. services the following areas of San Francisco: Excelsior, Mission, Twin Peaks, Bay View, Richmond and Sunset.*

Golden Gate Disposal Co., Tel: (415) 626-4000. *Golden Gate Disposal Co. services the following areas of San Francisco: Pacific Heights, Fillmore, Marina, Chinatown, Telegraph Hill, Financial District, North of Market, and Fisherman's Wharf.*

Call the company servicing your business location. The type of your business, frequency, and volume of service you require will determine your billing. Neither company requires a deposit. Service begins immediately.

Information Sources

San Francisco Public Library, Main Library, Larkin and McAllister Streets, San Francisco, CA 94102, Tel: (415) 557-4400. *The Main Library offers a wide range of research materials and services geared to the needs of business people. Hours of operation vary. Call for information.*

Publications

The following publications offer insights into starting and running your business.

"Small Business Success," published by Pacific Bell Directory in partnership with the U.S. Small Business Administration. (Call (800) 848-8000 to obtain a free copy.)

"Starting & Succeeding in Business: A Guide for California Entrepreneurs," produced by the California Commission for Economic Development. (Call the Office of the Lt. Governor at (415) 557-2662 to obtain a free copy.)

The U.S. Small Business Administration offers many booklets and pamphlets that contain useful information for small business owners. Some are free, while others are available for a nominal cost. They can be obtained at:

U.S. Small Business Administration Regional Office, 71 Stevenson Street, 20th Floor, San Francisco, CA 94105-2939, Tel: (415) 744-6402.

U.S. Small Business Administration/Score District Field Office, 211 Main Street, San Francisco, CA 94105-1988. Tel: (415) 744-6827.

You can get **patent and trademark information** from:

San Francisco Patent and Trademark Law Association, 2001 Ferry Building, San Francisco, CA 94111, Tel: (415) 433-4150.

US Patent and Trademark Office, Tel: (703) 557-3158.

Educational Institutions

San Francisco State University, Extended Education, Main University, 1600 Holloway, San Francisco, CA 94132, Tel: (415) 338-1373.

San Francisco State University, Extended Education, Downtown Center, 425 Market Street, San Francisco, CA 94105, Tel: (415) 543-4250.

City College of San Francisco, 50 Phelan Avenue, San Francisco, CA 94112, Tel: (415) 239-3000. *City College of San Francisco has opened a new International Business Resource Center (IBRC) at its downtown campus at the corner of Fourth and Mission Streets. Among its features:*

**The center will offer several workshops, conferences and seminars on international business issues, and will host dialogue groups with international experts.*

**A computer network will link users to local, state and international agencies and business organizations.*

**Cooperative business and academic research projects will be conducted, and counseling sessions held, to assist with international trade.*

**A library of selected international business resources will also be available.*

San Francisco Community College Center, 800 Mission Street, San Francisco, CA 94103, Tel: (415) 267-6504.

University of California Extension Center, 55 Laguna Street, San Francisco, CA 94102, Tel: (415) 252-5221. *In addition to the public institutions above, there are many private institutions such as Golden Gate University, University of San Francisco, and New College that offer courses in the small business field.*

Employment - Placement and Training

Where do you find qualified employees? Programs that will help train them? Tax credits for creating new jobs? These questions may be answered by the organizations below.

Mayor's Office of Business & Community Services (MOBACS). See Section IV.

Private Industry Council, 1049 Market Street 4th Floor, San Francisco, CA 94103-1634, Tel: (415) 621-6853.

California State Employment Development Department, 801 Turk Street, San Francisco, CA 94102-3117, Tel: (415) 557-3038.

Procurement

How can you sell to city, state or federal agencies? What are the requirements? The organizations below can advise or help you on submitting bids on contracts. If your company has been located in San Francisco for at least six months, you may qualify for certification as a Local Business Enterprise (LBE). Certification as LBE allows you to claim a 5% preference when bidding on any City and County of San Francisco contract or bid.

If your firm is a LBE and more than 51% owned, operated, and controlled by women or minorities, you may also qualify for certification as a Minority or Woman Business Enterprise (MBE or WBE). Certification as a MBE or WBE allows you to claim a 10% preference on any City contract or bid. Certified businesses may also be counted by prime contractors bidding on City contracts toward MBE/WBE subcontractor participation goals on construction and architecture or engineering contracts. It is the City's policy to encourage the development of local minority and woman-owned companies. Your firm must meet the criteria and submit an application to the Human Rights Commission, and receive a letter verifying its certification as a MBE/WBE.

City and County of San Francisco Purchasing Department, City Hall Room 270, San Francisco, CA 94102-4685, Tel: (415) 554-6743 Fax: (415) 554-6749. *Issues contracts for all City purchases of equipment, supplies and services, except for construction. Publishes the "Bid and Contract Opportunities" newsletter, a weekly listing of upcoming bids for purchases of goods and services, construction jobs, and concessions on City property. For information on subscribing to the newsletter, call 554-6749. The Purchasing department also publishes a booklet for vendors, "How to Do Business with the City and County of San Francisco," available for sale. Call 554-6749. Furthermore, the Purchasing and the Human Rights Commission work closely together in administering the MBE/WBE/LBE program.*

San Francisco Human Rights Commission, 25 Van Ness Avenue Suite 800, San Francisco CA 94102, Tel: (415) 252-2500. *Handles the certification process for minority, women, and locally-owned businesses for preference in bidding on City and County contracts.*

Northern California Purchasing Council, 575 Market Suite 1641, San Francisco, CA 94105, Tel: Contact Marilyn Waits, Executive Director (415) 894-0022. *Offers information and referrals on government and private corporation bid procedures and programs for minority and women-owned businesses.*

State of California

Department of General Services Office of Procurement, P.O. Box 942804, Sacramento, CA 94204-0001, Tel: (916) 445-5253. *Handles applications for selling goods to the State.*

Office of Small and Minority Business, 15311 I Street, Second Floor, Sacramento, CA 95814-2016. Tel: (916) 322-5060 (Calnet 492-5060). *The Office of Small and Minority Business (OSMB) aids small, minority, women, and disabled veteran business enterprises to further their participation in contracting opportunities with the State. The primary responsibility of the OSMB is the certification of small businesses and disabled veteran business enterprises. The Office publishes the California State Contracts Register (CSCR), a semi-monthly publication of current state contracting opportunities, which announces bid information on state service and construction contracts. The Office provides assistance in implementing provisions for the Small Business Procurement and Contract Act (five percent small business preference), and Employment and Economic incentive Act (EEIA). The OSMB works with state agencies and business firms to further minority, women, and disabled veteran business enterprise participation goals.*

United States Government

General Services Administration Business Service Center, 525 Market Street 30th Floor, San Francisco, CA 94105, Tel: (415) 744-5050. *Provides listings, applications and general information on bidding for federal contracts.*

U.S. Small Business Administration Procurement Center, 71 Stevenson Street, 20th Floor, San Francisco, CA 94105, Tel: (415) 744-6402. *Offers services and information on obtaining federal contracts.*

Import/ Export

Are you interested in the import/export business? Do you have a product or service to bring to the United States or to sell abroad? The organizations below can be of help. They can refer you to the appropriate government agencies for regulations and other information you'll need regarding imports and exports:

International Trade Administration, U.S. Department of Commerce, 250 Montgomery Street, 14th Floor, San Francisco, CA 94104, Tel: (415) 705-2300. *Provides trade leads and helps in locating foreign distributors or agents, and provides market research information, statistics and regulations. Conducts trade missions, trade fairs, seminars and conferences on exporting.*

U.S. Small Business Administration, 211 Main Street 4th Floor, San Francisco, CA 94105, Tel: (415) 744-6798. *Offers opportunities to establish personal contacts with foreign and local enterprises, promote your company and participate in activities that respond to the needs of the international business community.*

World Trade Association, San Francisco Chamber of Commerce, International Department, 465 California St., 9th Floor, San Francisco, CA 94104, Tel: (415) 392-4520. *Offers opportunities to establish personal contacts with foreign and local enterprises, promote your company and participate in activities that respond to the needs of the international business community.*

Marketing/Advertising

Do you know the best way to market your business? Develop your advertising messages? Budget for marketing and advertising? Handle relations with the press, radio and television? Check with the following organizations to see if their services fit your needs:

American Marketing Association San Francisco Bay Area Chapter, P.O. Box 27278, San Francisco, CA 94127, Tel: (415) 994-2429. *Local chapter of an international organization. Offers seminars and publications on marketing research/management, monthly programs and brown bag meetings on topical marketing topics, placement service.*

Media Alliance Fort Mason Center Marina at Buchanan, Bldg. D, San Francisco, CA 94123, Tel: (415) 441-2557. *Offers low-cost seminars and workshops on marketing, advertising, public relations, and media relations.*

San Francisco Chamber of Commerce, 465 California St., 9th Floor, San Francisco, CA 94104, Tel: (415) 392-4520. *Offers low-cost seminars and workshops on marketing, advertising, media relations and business development.*

San Francisco Convention & Visitors Bureau, Convention Plaza, 201 Third Street, San Francisco, CA 94103, Tel: (415) 974-6900. *The Bureau has been the City's official visitor marketing and sales organization over 80 years. The Bureau's goal is to enhance the City's economy by promoting San Francisco for conventions, trade shows, corporate meetings, and pleasure travel. New business members can utilize many sales aids, marketing services, activities, and seminars.*

Legal

Do you need a lawyer? The following organizations can refer you to lawyers or agencies for help on legal matters concerning your business.

Bar Association of San Francisco Lawyer Referral Service, P.O. Box 45584, San Francisco, CA 94145-0584, or 685 Market Street Suite 700, San Francisco, CA 94105, Tel: (415) 764-1616/764-1600.

U.S. National Labor Relations Board, 901 Market Street Suite 400, San Francisco, CA 94103, Tel: (415) 744-6810. *Responds to questions concerning the legality of employment.*

City Government Agencies

Mayor Frank Jordan 554-6141

AIDS Office 554-9000

Airport

General Information 761-0800

Commission 876-2231

Art Commission 252-2590

Assessor 554-5525

Board of Supervisors 554-5184

Bureau of Building Inspection 558-6096

Three or More Units 558-6220

Business

Fictitious Business Name 554-4176

Mayor's Office of Business and Community Services 554-6490

Small Business Advisory Commission 554-6500

Taxes 554-4426

Chief Administrative Officer 554-4851

Child Care Referrals 243-0111

Citizen's Assistance Center 554-7111

City Attorney 554-4216

City Hall Operator 554-4000

City Planning 558-6377

Consumer Fraud Unit 553-1814

Controller 554-7464

Convention & Visitors Bureau 974-6900

Courts

Municipal 554-4532

Small Claims 554-4565

Superior 554-5150/554-4114

Traffic 553-9400

Department of Agriculture 285-5010

Weights & Measures 285-5012

District Attorney 553-1752

Drugs

Drug Abuse Hotline 752-3400

Police Hotline 553-1600

Fire Department 861-8000

Garbage

Dumping Complaints 255-3610

Street Cleaning 695-2020

Golden Gate Disposal 626-4000

Sunset Scavenger 330-1300

City Dump 468-2440

Health Department 554-2500
 Toxics/Asbestos 554-2787
 Environmental Health 554-2770
 San Francisco General Hospital 206-8000
 Homeless 558-4773
 Human Rights Commission 252-2500
 Jobs
 City Jobs (Civil Service) 554-4747
 CA Fair Employ Commission 557-2325
 CA Labor Department 557-0861
 Legal Assistance
 S.F. Neighborhood Legal Assist. 627-0200
 S.F. Bar Association Referrals 764-1616
 Small Claims Court Advice 554-4527
 Licenses
 Marriage 554-4150
 Business 554-4464
 Mental Health 387-5100
 MUNI Railway
 Information 673-6864
 Complaints 923-6164
 Neighborhood Disputes
 Community Boards 863-6100
 Noise
 Industrial Noise (Health Dept.) 558-4731
 Construction Noise (Bldg. Dept.) 558-6096
 Nuisance-Police 553-1012
 Parking and Traffic Commission 558-4675
 Performing Arts 621-6600
 Permits
 Building (Central Permit Bureau) 558-6070
 Parking 554-4464
 Planning 558-6377
 Police Department 553-0123
 Port Commission 274-0400
 Public Utilities Commission 554-6744
 Public Works 695-2020
 Purchasing Department 554-6743
 Recreation & Parks Department 666-7064
 Recycling 554-9000
 Rent Board
 (Residential Landlord/Tenant) 554-9550
 Schools
 Public 565-9000
 Community College 239-3000
 Sewer Repair 697-2086

Sewer Repair 697-2086
Sheriff 554-7225
Street Lights 554-0730
Tax Collector 554-4426
Treasurer 554-4478
Trees 695-2017
Water Department
 Billing 923-2420
 Emergency Service 550-4911
 Rationing 923-2662
Zoning (City Planning) 558-6377

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